

## AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on page 3, line 3, with the following rewritten paragraph:

Other personalization software also relies on the concept of web logs. The dominant technology is collaborative filtering, which works by observing the pages of the web site a user requests, searching for other users that have made similar requests, and suggesting pages that these other users requested. For example, if a user requests pages 1 and 2, a collaborative filtering system would find others who did the same. If the other users on the average also requested pages 3 and 4, a collaborative system would offer pages 3 and 4 as a best recommendation. Other collaborative filtering systems use statistical techniques to perform frequency analysis and more sophisticated prediction techniques using methods such as neural networks. Examples of collaborative filtering systems include ~~NetPerceptions~~ NETPERCEPTIONS<sup>TM</sup>, ~~Like Minds~~ LIKE MINDS<sup>TM</sup>, and ~~WiseWire~~ WISEWIRE<sup>TM</sup>. Such a system in action can be viewed at ~~Amazon.com~~ AMAZON.COM<sup>TM</sup>.

Please replace the paragraph beginning on page 3, line 14, with the following rewritten paragraph:

Other types of collaborative filtering systems allow users to rank their interest in a group of documents. User answers are collected to develop a user profile that is compared to other user profiles. The document viewed by others with the same profile is recommended to the user. This approach may use artificial intelligence techniques such as incremental learning methods to improve the recommendations based on user feedback. Systems using this approach include ~~SiteHelper~~ SITEHELPER<sup>TM</sup>, ~~Syskill & Ebert~~ SYSKILL & EBERT<sup>TM</sup>, ~~Fab~~ FAB<sup>TM</sup>, ~~Libra~~ LIBRA<sup>TM</sup>, and ~~WebWatcher~~ WEBWATCHER<sup>TM</sup>. However collaborative filtering is ineffective

to personalize documents with dynamic or unstructured content. For example, each auction in an auction web site or item offered in a swap web site is different and may have no logged history of previous users to which collaborative filtering can be applied. Collaborative filtering is also not effective for infrequently viewed documents or offerings of interest to only a few site visitors.

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